



**2006-07**  
**Annual Report to City Council**



# Agenda

- ❑ Why the Arts in Lodi?
- ❑ Mission/Vision/Goals
- ❑ Current Programming
- ❑ Grant Recommendations
- ❑ Future Growth



• LODI WINE & FOOD! • REGIONAL ARTISTS! • 2 STAGES OF ALL DAY

**JUNE 2 - 4, 2006**

# Art on the Square Festival



Friday, June 2 ~ Artist Reception ~ 6 pm to 9 pm  
2 Full Days of Art, Wine, & Fun!

Saturday, June 3 ~ 11 am to 6 pm

Sunday, June 4 ~ 11 am to 5 pm

**FREE ADMISSION**

HUTCHINS STREET SQUARE • 125 S. HUTCHINS STREET • LODI, CA  
209-333-5511

Lodi Arts  
project fund

Meehleis  
Modular  
Buildings, Inc.

Lodi Arts  
COMMISSION

SANBORN

ART DEMONSTRATIONS! • THEATRE! • FRIENDS! • FAMILY! • ARTISANS FROM ACROSS THE REGION!  
• KID'S ZONE • BANDS • DANCERS • HANDS-ON WORKSHOPS • ENOZ'S ZONE

ENTERTAINMENT! • MUSIC • ARTISANS FROM ACROSS THE REGION! • ENTERTAINMENT ON 2 STAGES!

## Why the Arts in Lodi?



## The Arts are Basic

*During a chat with NPR Correspondent, Juan Williams, on a cross-country flight, Secretary of State Condoleezza Rice said that she was a major believer in the value and importance of the arts, and that she strongly supports governmental arts organizations. “I believe very strongly that the Arts are wonderful training for children,”*





## The Arts are Basic (cont.)

*added Rice. “If there’s one area that I would encourage school districts (and officials) to keep funding, it would be the arts.”*

*Rice is herself a classically trained pianist.*



# The Arts Impact:

- ☐ *Economy*
- ☐ *Tourism*
- ☐ *Religion*
- ☐ *Healing (LNS article)*
- ☐ *Housing and Neighborhoods*
- ☐ *Advocacy / Policy*
- ☐ *Education*
- ☐ *Cultural Diversity*
- ☐ *Community Planning*
- ☐ *Public Art*
- ☐ *Resource Development*
- ☐ *Technology*



# The Arts as Career

*“Artists and commercial artists in California will experience a 34.39% increase in employment between 1998 and 2008.”*

- Bureau of Labor Statistics, ‘Employment’ Projections, 1998-2008.

*“Artists are a growing part of the U.S. workforce, representing more than 2 million working adults in 2001 (up from 730,000 in 1970)”*

- CAC 5/2/06



# Economic Vitality

*“As chairman of the Oklahoma Chamber of Commerce, I have visited almost every city and town in the state. There is a visible difference in places with an active cultural community. I see people looking for places to park, stores staying open late, and businesses packed with customers. The business day is extended and the cash registers are ringing.”*

**-- Ken Fergeson  
Chairman & CEO, NBanC, and  
President-Elect, Americans Bankers Association**



# The Arts Teach Skills

A Stanford University and Carnegie Foundation for the Advancement of Teaching study found that young people who consistently participate in comprehensive, sequential, and rigorous arts programs are:

- 4 times more likely to be recognized for academic achievement.
- 3 times more likely to be elected to class office within their schools.
- 4 times more likely to participate in a math and science fair.
- 3 times more likely to win awards for school attendance.
- 4 times more likely to win an award for writing an essay or poem.



“By nourishing creativity in the young minds of tomorrow’s leaders, arts education is a sound investment in California’s future.” - Governor Arnold Schwarzenegger





# The Arts Mean Business

In Lodi, the non-profit arts are at least a **\$3.8 million** industry.

- Arts orgs spend \$700,000 annually
- Audiences spend \$3.1 million
- \$149,000 in revenue to City Govt.

*-- Arts & Economic Prosperity Study, 2000*



# Sound Public Policy

*“What’s good for the arts is good for the economy. The mayors of cities with strong economies tell us that the arts have helped their communities thrive. Federal support for our nation’s cultural organizations is sound public policy.”*

-- **Representative Louise M. Slaughter, 2002**  
**United States House of Representatives, and**  
**Chair, Congressional Arts Caucus**





★ ★ ★

**UNDER  
THE  
COLUMNS**

Outdoor Concerts  
at Lodi's  
Hutchins St. Square!

TICKETS:  
[WWW.LODIARTS.ORG](http://WWW.LODIARTS.ORG)  
209.333.5550

JUN 21 JUL 12 AUG 16 SEP 20

**THE 3RD ANNUAL SENIOR FOLLIES**

A Showcase Of Local Talent  
Set Up Like A Broadway Evening

**SUNDAY  
SEPTEMBER 29, 2002  
3 PM**

**ONE  
SHOW  
ONLY**

**PERFORMING ARTS THEATRE**  
HUTCHINS STREET SQUARE  
125 S. HUTCHINS ST. - LODI, CA

**TICKETS**  
\$10 GENERAL  
\$12 SENIORS & STUDENTS  
Box Office 333-5550



# Mission, Vision and Goals

**LUNCH TIME LIVE!**  
FREE SUMMER CONCERTS



THURSDAYS  
NOON TO 1  
JUL 10 - AUG 28  
VETERAN'S PLAZA



# Mission

*Our mission is to advance the arts in Lodi by partnering with the entire community to provide quality programs and events that foster creative expression.*



# Vision

*We envision unlimited opportunities and resources available to further the arts so that access to participation by all community members is not hindered by economic, social or cultural barriers. Through the arts, our local economy and culture is invigorated for the benefit of our collective future.*



# 2006-07 Goals

- ❑ Assist with sponsorship for Arts Directory publication
- ❑ Stabilization of local arts organizations
  - Adopt art groups
  - Mentor through 501 c 3 process
- ❑ Maintain current programs
- ❑ Collaborate with the LAPF to promote new project to be more accessible to the whole of the Lodi Community (possibly east side venue and more affordable).



Night Time Live 2006



# Programs 2005-06



# Night Time Live Jazz Series

- ❑ Celebrated 14th season
- ❑ Major sponsors: Capital Public Radio, Wine & Roses, Clark Pest Control & Lodi Visitors Center
- ❑ Impacted 2000 audience members of all ages



# Art on the Square Festival

- ❑ 6th year – 2 day Festival
- ❑ KJOY radio = media sponsor
- ❑ Regional advertising and promotion
- ❑ National participation by artists
- ❑ All-day music and entertainment
- ❑ Free hands-on workshops for families
- ❑ Sponsorships include: Lodi Memorial Hospital, Sanborn Chevrolet, Meehleis Modular Buildings, California Waste Recovery Systems, Tokay Development, Applebee's, BAC, Pacific Coast Producers, Town & Country Properties, Fidelity National Title, Anheuser-Busch Inc., Miller Packing Co., Scientific Specialties & Central California Bank.



# First Friday Art Hop

- ❑ Rotating art exhibits featuring local and regional artists
- ❑ Meet the artist receptions
- ❑ Community-wide effort including 6 other venues
- ❑ F & M sponsors new brochure/map
- ❑ Lodi News Sentinel highlights Friday event
- ❑ Donation to Lodi House from December's Community Art Hop Project





# Haunted Hutchins

- ❑ Partnered with the Lodi Community Partnership (Lodi churches)
- ❑ Most diverse crowd at the Square
- ❑ Full carnival atmosphere
- ❑ Haunted House



# LAC Newsletter

May 2006

*Looking at Lodi*



**Newsletter of the Lodi Arts Commission**



# Division of Arts & Culture



*You are  
Cordially Invited*



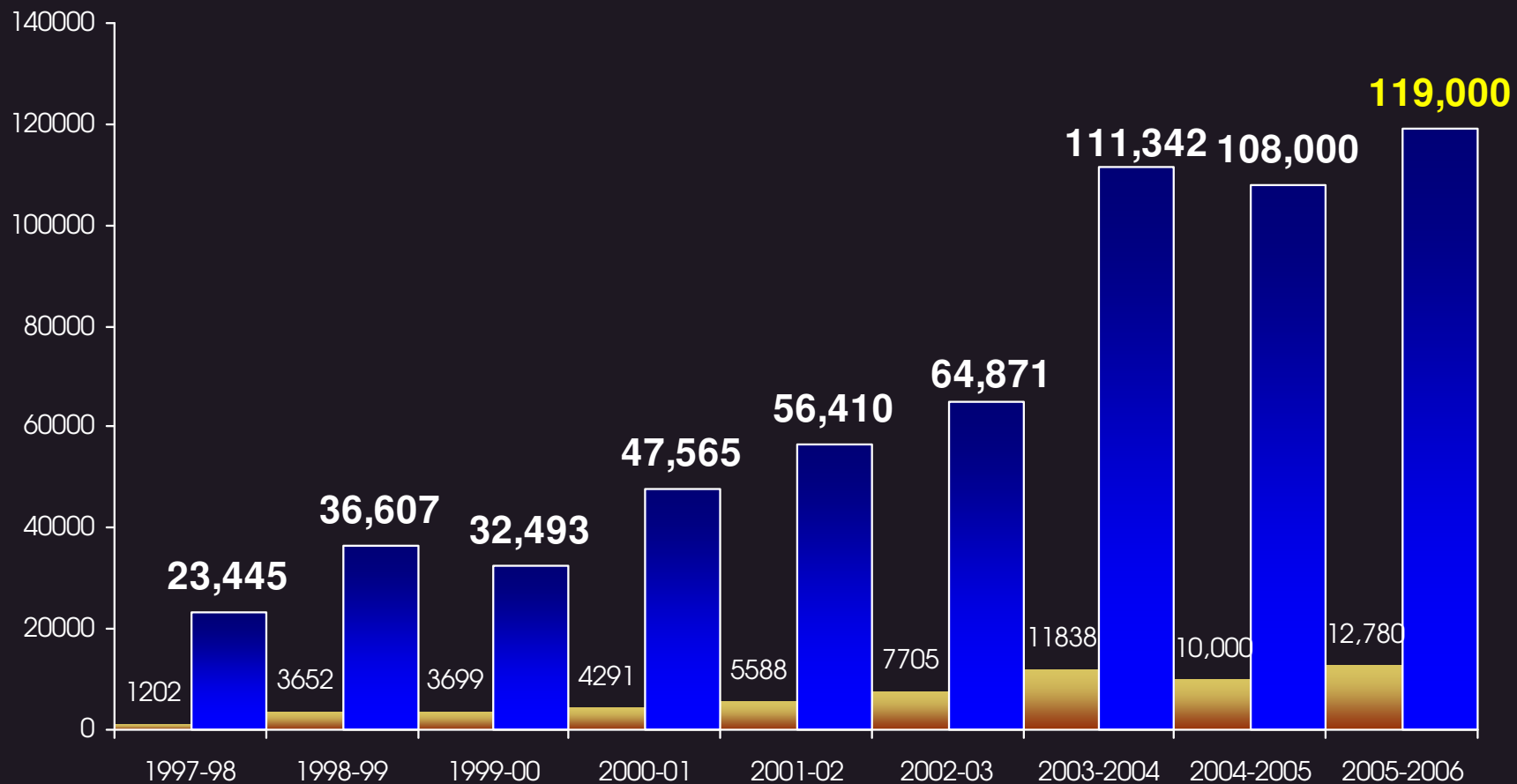
*Arts & Culture  
Open House*



*October 13, 2005  
Thursday, 6:30 pm*



# Arts Classes Revenue



■ Number of Student Visits

■ Gross Revenue



# The Division at-a-glance

- ❑ Arts Classes/programs (cost of class directory & mailing paid for by LAPF sponsorship and other advertising (\$8,940))
- ❑ Granting process
- ❑ Public Art Program
- ❑ Arts Commission programs
- ❑ Lodi Arts Project Fund



# New Classes/Instructors

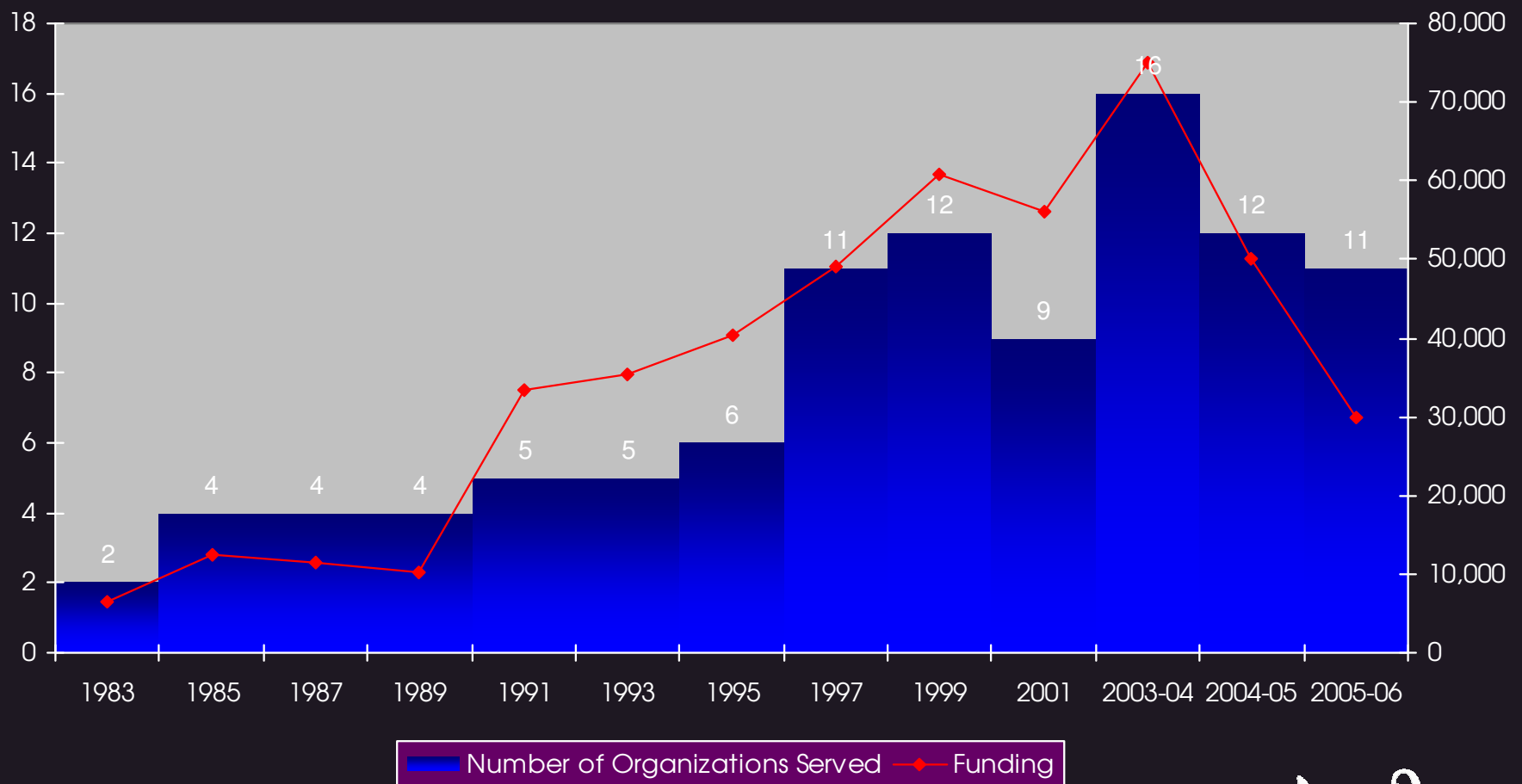
- ☐ Ceramics Color and Design
- ☐ Ballroom Dance/Practice Parties
- ☐ Art Explorers
- ☐ Beginning Oil Painting
- ☐ Beginning Cartoon Strips
- ☐ Advanced Cartoon Strips
- ☐ Culinary Arts
- ☐ City of Ballroom Dance Team
- ☐ Hip Hop Dance
- ☐ Wheel Thrown Pottery
- ☐ Introduction to Character Design
- ☐ Kids & Teen in the Kitchen Summer Camp
- ☐ Wine Tasting 101
- ☐ College Bound – Violin/Viola
- ☐ Beginning Jazz
- ☐ Beginning Lyrical Dance
- ☐ Dance Camp
- ☐ One Stroke Method of Painting
- ☐ Animal Camp
- ☐ Crafts with mom
- ☐ Crafts with dad



# Grants



# Grant Funding Over the Years





# 2006-07 Grant Applications

Central Valley Youth Symphony	\$6,300
Gnosis Theatre Co.	\$3,555
Changing Faces Theatre Co.	\$10,000
Lodi Theatre For Youth	\$13,700
Lodi Community Art Center	\$8,450
Lodi Community Art Center	\$2,350
Lodi Children's' Chorus	\$2,000
Valley Performing Arts	\$15,400
Lodi Friends of Stockton Symphony	\$6,050
Heartland Community Church	\$7,000

**TOTAL:**

**\$74,805**



# 2006-07 Proposed Grant Awards

Changing Faces Theatre Co.	\$10,000.
Lodi Community Art Center Art Hop	\$2080.
Lodi Community Art Center Youth Project	\$8450.
Lodi Theatre for Youth	\$13,700.
Lodi Children's Chorus	\$2,000.
Central Valley Youth Symphony	None Awarded
Valley Performing Arts	None Awarded
Heartland Community Church	None Awarded
Lodi Friends of Stkn. Symphony	None Awarded
Gnosis Theatre	None Awarded

**TOTAL: \$36,230.**





# Finito

### **Timeline of Arts Commission:**

**March 16, 1982** - Ed DeBenedetti, Director of Parks and Recreation for the City of Lodi, presents proposed charter to create an Arts Commission to the City Council for consideration and discussion.

**March 17, 1982** - City Council signs Resolution 82-30, forming the Arts Commission,

**March 29, 1982** - DeBenedetti holds meeting of local art enthusiasts to discuss next steps, possible applicants for commission appointments and commission budget.

**May 5, 1982** - City Council appoints Gwinnett Mitchell as first Arts Commission chair. Other appointees include: Eileen Chaffee, Carol Marvel, Gay Stewart, Kathy Terra, Juan Gonzalez, Mel Brenner, Sara Heberle, Nancy Carey, Kathleen Gonzales, Phawnda Cochran, Bill Chapman, Richard Corey, Laura Wild and Sue Chacon.

**May 19, 1982** - Arts Commission hold its first meeting in the conference room of the Lodi Parks and Recreation Department, 125 N. Stockton St. Commissioners decided their initial terms of office, filled commission positions of vice-chair, secretary, treasurer, historian and publicist; and discussed a preliminary budget.

**July 21, 1982** - City Council approves \$2,000 in operating expenses for Arts Commission and \$7,760 for cultural activities budget.

**July 22, 1982** - Arts Commission announces first project: Community Arts Calendar. To be published monthly in Lodi News-Sentinel's Arts & Entertainment page.

**September 6, 1982** - Arts Commission participates in 3<sup>rd</sup> Annual Field & Fair Day (event raised money to build Hutchins Street Square) with an arts demonstration booth. Calligraphy, monogramming, painting and drawing, gems display and photography exhibit included.

**September-October, 1982** - LAC announces first post card contest open to all residents of the Lodi Unified School District. Citizens submitted pencil or pen drawings of local landmarks. Winning submissions were published and sold through local retail outlets. Contest continues as annual event

**January 1983** - LAC announces funding assistance for local arts organizations (first project grants).

**April 1983** - LAC sponsors First Young Renaissance art show at city plaza (now Veteran's Memorial Plaza). Featured works of student artists and musicians

**August 1983** - First LAC office established in Carnegie Library Building; and first paid staff member (2 hours per week). Operating budget increased to \$3,800.

**October 8, 1983** - LAC holds First Annual Publicity Workshop for local arts organizations. Guest speakers include Paul Zimmerman of the *Lodi News-Sentinel*, Pamela Yip of *The Stockton Record*, Stephen Blum of KJOY, Donna Holdych of KUOP, Susan Harris of KQVR TV and Deanna Enright of Lodi Cable TV.

**January 1984** - LAC publishes first guide to the arts in Lodi brochure. Publication lists contact and other information on local arts organizations.

**February 1985** - LAC's first chair, Gwinnett Mitchell named Lodi's Woman of the Year.

**March 1985** - LAC announces new Seniors Outreach Program. Volunteers to transport seniors from convalescent homes to area arts events.

**May 1985** - LAC employs new staff worker, Eileen Chaffee, a former Lodi Arts Commission member, as executive secretary to the Commission. Hours worked: 11 a.m. to 1 p.m. every Wednesday.

**May 1985** - Gwinnett Mitchell elected to 4<sup>th</sup> term as chair of Arts Commission.

**May 1985** - LAC assumes full administration of Children's Summer Theatre; formerly operated by staff at Parks & Recreation department.

**June 1985** - City Council approves an exception to original charter allowing Gwinnett Mitchell to serve another term as Commission Chair.

**July 1985** - LAC extends office hours to Monday, Wednesday and Friday from 10:30 a.m. to 1:30 p.m. Operating budget increased to \$6,910.

**September 1985** - LAC co-sponsors first of many free Brown Bag concerts at City Hall plaza. (This series continues as Lunch Time Live)

**October 1985** - Stockton Symphony establishes first season in Lodi at Lodi Academy.



**March 1986** - LAC asks City Council for a new home. Remodeling of Carnegie Library displaces the Arts Commission office. Also requests separation from Parks & Recreation Department. (Request denied)

**April 1986** - LAC holds Objects d'art Rummage Sale to raise funds for Brown Bag concerts.

**1986** - Arts Specialty Classes moved from Parks & Recreation to the umbrella of Arts Commission

**July 1989** - City Council approves recommendation by the Arts Commission to reduce membership from 15 to 11 members

**1990** - First Celebrate America event held at Hutchins Street Square.

**January 1991** - LAC creates Drama Fest - local productions of unpublished children's and adult plays by writers from around the country.

**July 1992** - LAC hosts new Lunchtime Live Concert Series in Civic Center Plaza.

**July 1992** - LAC selects work by Delta College art student, Alexandra Connor for new logo.

**August 1992** - City Council approves Commission request to repeal term limits for Commissioners.

**November 1992** - LAC recognizes art heroes at awards banquet, 'An Evening with the Lodi Arts Commission.'

**May 1993** - LAC hosts new Night Time Live Jan Series in the Thomas Theatre (formally known as the Fine Arts Theatre) at Hutchins Street Square. 50 people attended the first performance.

**May 1993** - City Flag contest: Staniey Kirst provides \$1,000 savings bond to winner of flag design for city. Patrick O'Connell winner's design (1817 S. Mills Rd., Lodi 368-1272.

**1997** - First full-time staff member hired: former Arts Commissioner, Cyndi Olagary. Office housed in current Senior Center.

**1998** - Arts Commission office moved to Fine Arts Building at Hutchins Street Square

**April 2000** - LAC hosts City Council members in a backstage tour of Hutchins Street Square Performing Arts Theatre.

**May 2000**-LAC creates first “Art on the Square-Art, Music and Wine Festival” at Hutchins Street Square

**February 7, 2001** -City Council approves artwork by Rowland H. Cheney to be commissioned and placed in the fountain at the Lodi Station on Sacramento Street.

**May 1, 2001**• LAC requests approval for an increase in grant funding of \$25,000 to various local arts organizations.

**September 2001** - City Council approves the City’s new Art in Public Places Policy. The policy calls for 2% of all development impact fees and capital construction budgets over \$50,000 to be spent on public art.

**October 2001** -“First Haunted Hutchins” held at Hutchins Street Square, in response to 911, to create a safe environment for community to participate in Halloween festivities.

**May 7, 2002** - LAC requests approval for full-time Arts Program Assistant position to replace current part-time position. Position manages creation and marketing of new classes, after-school programs, and productions offered to school district.

**August 21, 2002**-LAC creates ‘Jewel of the Valley’ poetry series—8 open mic sessions for local poets.

**August 30, 2002**-California Poets in the School book project “A Child’s Moon published with a grant from the City of Lodi.

**September 2002**-Tea Silvestre appointed LAC Arts Coordinator

**September 2002** - Rowland Cheney’s sculpture “Leaving and Coming Home” is installed in the fountain at Lodi Station.

**October 2002** - LAC hosts dedication of first public art project completed under new Art in Public Places policy.

**February 2003**-LAC host ‘First Friday Art Hop’ to bring visual art out into the community in different venues on the first Friday of each month.

**June 2003**-City Council approves highest community grant funding of \$75,000.00.

**January 2004**-Tea Silvestre appointed Director of Community Center.

**June 2004**-Grand funding cut to \$50,000.00.

**November 2004**-Deanie Bridewell hired as part time Arts Commission Liaison.

**June 2005**-Grant funding cut to \$30,000.00

**May 2006**-Art in Public Places Committee select winner of art work for City of Lodi Water Tower Project which is unanimously approved.

**May 2006**- LAC creates the first "e"-newsletter 'A Look at Lodi.'